

**White Paper**

**DARENTA**

**CAR RENTAL SERVICE FOR OWNERS  
WHO WANT TO RENT OUT THEIR  
PRIVATE CARS**

**Version 1.1, 2017**

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## **1. DISCLAIMER**

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISOR(S).

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship or obligations. The sole purpose of this Whitepaper is to present the Darenta and tokens to potential token holders in connection with the proposed ICO. While we make every effort to ensure that any material in this white paper is accurate and up to date, such material in no way constitutes the provision of professional advice. Darenta does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this white paper. ProductToken (PROD) token holders should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material published in this Whitepaper, which material is purely published and exists for reference purposes alone.

ProductToken (PROD) tokens will not be intended to constitute securities, digital currency, commodity, or any other kind of financial instrument and has not been registered under relevant securities regulations, including the securities laws of any jurisdiction in which a potential token holder is a resident. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. Darenta does not provide any opinion regarding whether to purchase, sell, or otherwise transact with ProductToken (PROD) tokens and the presentation of this white paper shall not form the basis for, or be relied upon in connection with, any contract or investment decision. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of ProductToken (PROD) tokens, and no cryptocurrency or other form of payment is to be accepted based on this Whitepaper.

ProductToken (PROD) tokens cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. ProductToken (PROD) token confers no other rights in any form, including but not limited to any

ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. While the community's opinion and feedback can be taken into account, ProducToken (PROD) tokens do not give any right to participate in decision-making or any direction of business related to the Darenta service. Tokens ProducToken (PROD) can be used for purposes defined in this Whitepaper All examples of the calculation of income and profits used in this paper were provided only for demonstration purposes or for demonstrating the industry's averages and do not constitute a guarantee that these results will be achieved, according to the marketing plan or roadmap.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

You are not allowed to purchase any PROD tokens if you are a citizen or resident (tax or otherwise) of Singapore, or other Singapore Person. "Singapore Person" is generally defined as a natural person, residing in the Singapore or any entity organized or incorporated under the laws of Singapore. You are not allowed to purchase any PROD tokens if you are a citizen or resident (tax or otherwise) of the People's Republic of China ("PRC"), or other PRC Person. "PRC Person" is generally defined as a natural person, residing in the People's Republic of China, or any entity organized or incorporated under the laws of the People's Republic of China.

The Russian language of Whitepaper is the primary official source of information about the ProducToken (PROD) token.

## 2. USED TERMS

ProducToken (PROD) – digital token that gives the right to use the P2P–carsharing service based on the DARENTA platform according to the conditions of the given document. Tokens are issued on the Ethereum blockchain platform.

Fiat money is currency that a government has declared to be legal tender, but it is not backed by a physical commodity. More info:

[https://en.wikipedia.org/wiki/Fiat\\_money](https://en.wikipedia.org/wiki/Fiat_money)

Franchisee - a person who uses tokens to acquire the right to use the Darenta brand name to create a branch in any region, get income and pay a service fee (royalty) for the trademark and franchisor services.

Ethereum - a platform for creating decentralized online services based on its blockchain technology. ProducToken (PROD) is an ERC-20 token in the framework of the publicly distributed blockchain platform Ethereum. The Ethereum platform, which is rapidly becoming the standard protocol for the release of new digital assets, perfectly corresponds to the requirements of Darenta. The compatibility with the ERC20 standard allows you to use the full potential of the extensive ecosystem of the Ethereum platform, including, smart contracts, wallets and exchanges.

ERC20 is the standard of the Ethereum`s tokens. More information:

<https://github.com/ethereum/EIPs/issues/20>

## 3. INTRODUCTION

The pervasive influence of the Internet and mobile services has allowed a large audience to reach people who are ready to share their resources in exchange for capital gains. Unlike the usual centralized consumption, where access to resources is limited to their owners, these systems help to decentralize and share consumption when the resources are shared among all members of a community.

Showing brilliant results startups such as Airbnb and Uber challenge the concept of traditional property around the world. Thanks to the Internet, the economy of sharing may reach \$335 billion by 2025, according to [some studies](#).

Darenta - the largest p2p-carsharing startup in Russia. Currently, we have almost 1,000 cars registered in 20 countries. Our startup has won the IT-Start competition and the Glonass competition. Our project is also the awardee of the exhibition Startup Expo Eurasia and the awardee of the main Russian startup competition GenerationS.

Darenta is a car rental service for owners who rent out their private cars. This project is a mobile solution based on geolocation, blockchain and technology of smart contracts. On this platform, any person or company can rent cars with insurance. Social carsharing works without a commission for car owners. Users can rent a car for a cost specified by the owner of the car. The economy of mutual use or joint consumption is a growing trend. The difference between our business model from B2C carsharing is that B2C-carsharing requires the expenditure of funds for the purchase and support of its own car park, and our P2P-carsharing uses an external car pool, consisting of the vehicles of the service members. Thus, car owners earn money while renting out their personal car. Conversely users who want to rent a car get access to a lot of vehicles. Darenta offers both website and mobile applications which allow users to send an application to rent cars real-time.

The release of tokens will give additional opportunities to the economy of the service, providing cars owners and token holders with an opportunity to earn more money. It will also help car renters to save more money.




#### **4. OUR MISSION**

Our mission is to make a better world, providing an accessible and convenient way of moving for renters and a simple way to earn money for car owners.

P2P-carsharing can significantly reduce the number of cars, freeing additional parking spaces and improving the ecology of our planet.




Darenta - decentralized P2P-carsharing for private car owners who rent out their insured cars. Our project is a mobile solution based on geolocation, blockchain and technology of smart contracts.

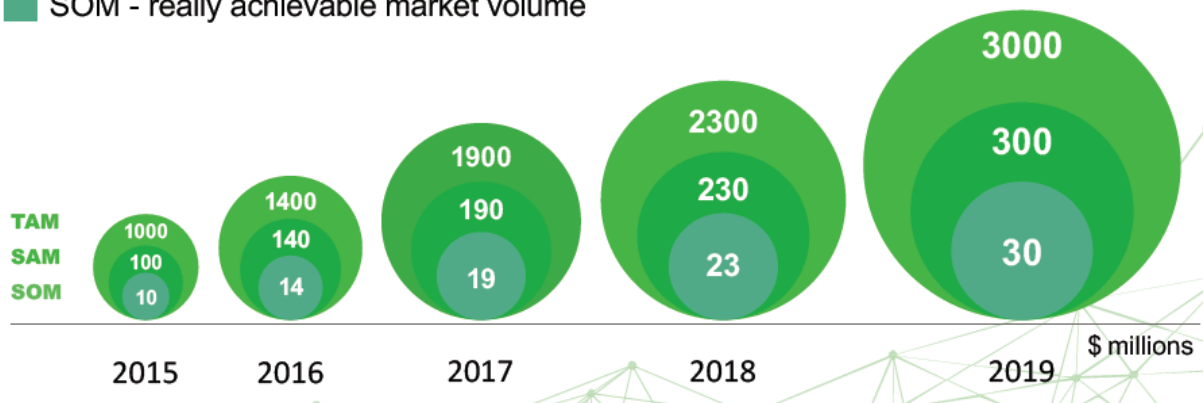
## 5. MARKET

	Number of cars in Russia 	Number of cars in world 	Average check in Darenta 
2014	8	255 000	0
2015	10	372 000	\$27
2016	22	468 000	\$35
2017	30	540 000	\$53
2018	37	715 000	\$178
2019	46	830 000	\$535
2020	59	1 100 000	\$1071

P2P-carsharing Darenta successfully works in Russia. Our next move is expanding the service globally. Over the past months, our carsharing has gained customers in 20 countries. Almost a thousand cars are there are almost a thousand cars in stock available now. As for today, there are no competitors with a fully-functioning P2P-based system based on the blockchain technology.

Let's move the car rental market of billions of dollars to the blockchain. Join the project at the stage of explosive growth.

-  TAM - total volume of the target market
-  SAM - available market volume
-  SOM - really achievable market volume

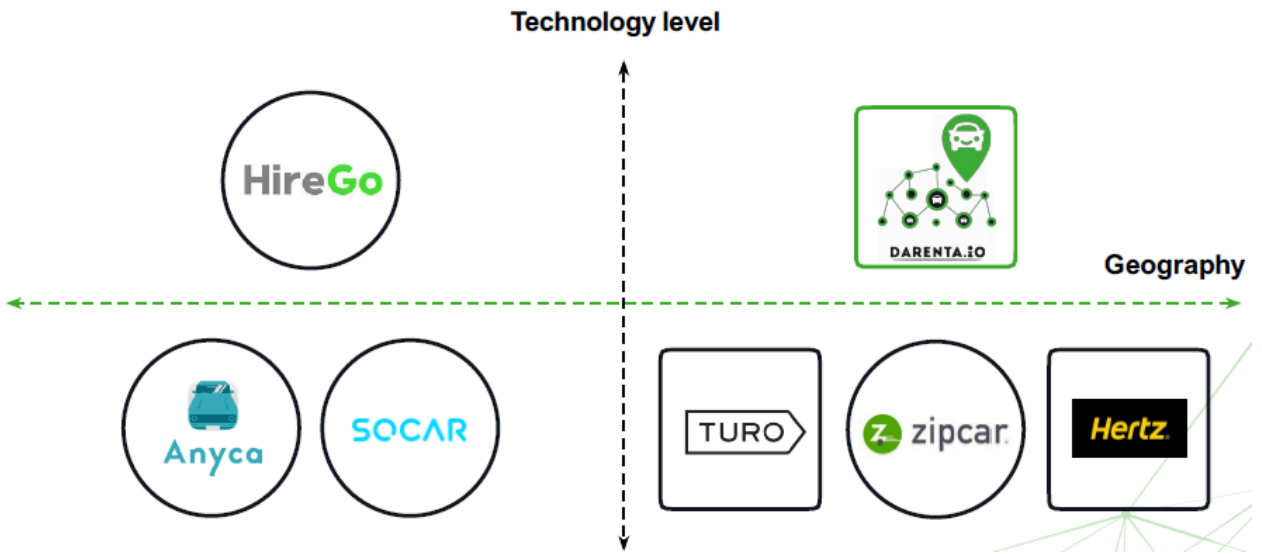


Our goal is to become the most convenient way to rent a car for all people around the world. After the ICO, tokens will become a part of the service ecosystem: customers will benefit from the technology and benefits will be given to token holders.

	D A R E N T A	D R I V Y	T U R O	H E R T Z	A V I S	D E L I M O B I L E	A N Y T I M E	A V I T O	Y O U D R I V E	B E L K A C A R	C A R 5	C A R E N D A
Opportunity to rent out your car through this site	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
Possibility and desire to resolve the parking issues, insurance issues and so on.	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
The service operates in the Russian Federation and the CIS	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to take a rented car outside the region	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Opportunity to travel to another country in a rented car	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗



Service does not need to spend money on the purchase of cars	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
Cryptocurrency payment option	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗



All services, except Darenta, must spend their money to purchase new cars to increase their presence in current or new regions, and Darenta uses other people's cars that are already available. This opens great opportunities for scaling the service up and helps to reduce the company's operating expenses.

## 6. OUR INNOVATIONS

We are the first car platform in Russia, that will also accept payments with cryptocurrencies. In the future, all vehicles on our platform will be equipped with geolocation and devices for open cars with the application and without a physical key.

## **7. ADVANTAGES**

DARENTA connects people who want to rent a car and people who want to rent out their car.

Main features:

- Quick rental of any car through a website or mobile application;
- We offer a wide range of cars, up to 30-60% cheaper than in traditional foreign rental services (Hertz, Avis, EuropCar) present in Russia;
- Tracking movements on the map, using Glonass or GPS;
- Ability to make payments with bank cards and cryptocurrencies;
- Ability to add cars and car owners to your favorites;
- You can share information about cars you like with friends and family;
- When you pay with tokens you get a 50% discount from the service commission;
- The ability to earn tokens, by leaving feedback after transactions;
- Multifunctional user interface;
- Insurance;
- Global service availability to car owners.

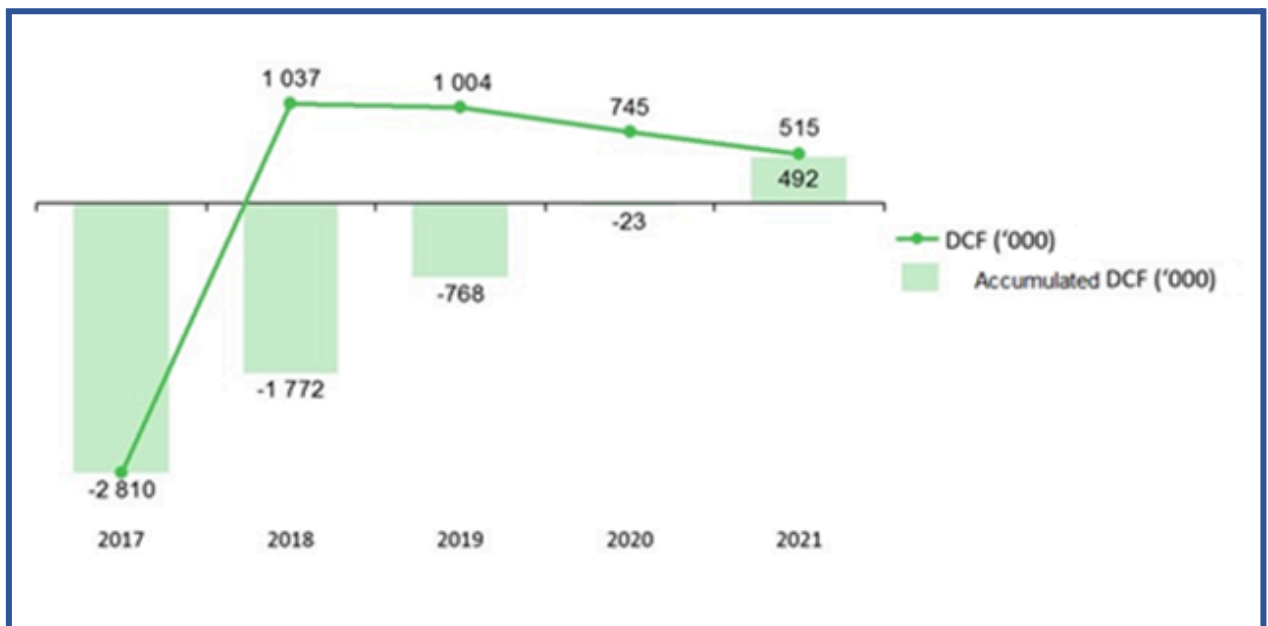
### **7.1 CURRENT METRICS**

In 2014, the project had no cars. The team members were its first users, when the platform was developed.

In 2015, the first renters and car owners joined us. The project worked only in Moscow.

In 2017, we already have almost a thousand cars available for rent in 121 cities around the world. In Darenta's p2p-carsharing there are more than 5,000 registered users. This number is constantly growing on its own without marketing budget.

## 7.2 GROWTH



According to the forecast of the Eurasian Venture Academy, in the event of positive developments, DARENTA can show growth rates of 19% annually and reach profit by 2021.

## 8. DESCRIPTION OF THE PROJECT

### 8.1 Insurance

Based particular circumstances and client's requirements Darenta carefully selects its global and regional insurance partners to provide insurance coverage to all rented cars.

That means the client's indispensable confidence in the security of the vehicle by the insurance provider, ready to cover main and significant damage without delay.

### 8.2 Geo

Darenta is already working in Russia, in countries that border Russia as well as other foreign countries commonly visited by Russian tourists. Darenta is expanding its market area and plans to become a global p2p-carsharing operator.

### 8.3 Blockchain

Our platform uses blockchain technology, based on smart contracts Ethereum. It makes the company's financial operations absolutely transparent.

### 8.4 Security of payments

The DARENTA payment system is based on a decentralized blockchain technology and allows payments to be made absolutely ubiquitously and guarantees the security of transactions and the fulfillment of obligations by the parties concerned.

## 9. HOW OUR WEB PLATFORM AND APPLICATIONS WORK

The main purpose of our applications and website is to provide the opportunity for rent out your car or rent someone else's car from pool of private car owners along with necessary insurance coverage. The car owner can look at the status of his/her cars and trips in his/her personal account. Users can communicate with each other, as well as choose the payment option from a bank card or the accepted cryptocurrencies.

## 10. PROMOTION OF PRODUCTOKEN (PROD)



After the introduction of the tokens into the service and platform ecosystem, ProducToken (PROD) tokens will be used in calculations for rent and for partners and customers encouragement. Tokens will be used in the discount system. The use of tokens in the service ecosystem will begin within 3 months after the completion of the ICO.

ProducToken (PROD) will participate in the economy of the service and the ecosystem as follows:

1. Getting a discount on a carsharing fee up to 50%;
2. Possibility of tokens payout for feedback after transactions;
3. Customers will be able to rent and rent out vehicles for tokens;
4. Purchase a franchise for tokens if users satisfy all necessary conditions;
5. Those who wish can go to a blog-tour around different countries for a certain number of tokens;
6. Customers will be able to earn tokens for the posts they make during car rental;
7. Customers will be able to earn tokens for permission to advertise on their profile page if the ad is viewed enough times, and if there is a required number of conversions from this advertisement;
8. Tokens will be awarded as part of the referral program for users of the platform;
9. Advertising and special projects from advertisers for tokens via smart contracts will be implemented;
10. Payment of tokens for the time spent on the site;
11. Payment of tokens for downloading the application;
12. Payment of tokens for filling in the profile;
13. Tokens can be used to order a professional photo and video review of their car;
14. Tokens can be used to order additional promotion of the proposed car in the platform;

15. Photographers and video bloggers will be able to receive tokens for creating unique content;
16. Rent a car in a closed club, where exclusive cars can be rented only for tokens;
17. It will be possible to obtain information about discounts for nearby cars through a smart clock after integration with IOTA.

After the ICO, the platform's commission for the informational, intermediary, and other services provided by Darenta will be set to 20%. This amount will be added to what the car owners indicate in their profiles. The owners who rent out their vehicles with DARENTA platform will still have the right to request the price they want.

Before ICO ends, the commission fee for the carsharing transaction is only 1 (one) percent.

Each customer will be able to reduce the commission fee for the service, by paying with our tokens ProductToken (PROD).

## **11. FINANCIAL PLAN**

DARENTA is already an operating business at the point of launching this ICO. Our goal is to offer the most attractive terms to obtain and use the company's tokens. The PROD token is a combined type of token.

There will be no further release of PROD tokens after the end of the initial ICO period. During the pre-sale stage 1 000 000 tokens will be available for purchase with a 4x bonus. The pre-ICO stage will offer 2 000 000 tokens, with double bonus. During the ICO stage, we will offer 11,000,000 tokens.

## **12. FRANCHISE**

The franchise will be sold for 100,000 tokens to those franchisees that will meet the necessary conditions set by Darenta. For example, Darenta gives an opportunity to a resident of an Asian country to lead a company branch in America. The franchise will be issued for a 1 year and applied to a region that is not occupied by other franchisees. Every franchisee must pay royalties.

### **13. ICO STRUCTURE**

During all ICO periods, we will offer to sell 14,000,000 tokens. There are no restrictions on the maximum number of tokens that can be purchased by one person.

Total number of tokens: 100 000 000.

Main course: 1 ProductToken (PROD) is equivalent to 0.0015 ETH (~1\$).

For 1ETH you can buy 791 tokens without a discount.

Tokens will be implemented in three stages.

Darenta reserves the right to offer special terms for strategic customers and partners.

Stage number 1: presale.

Period: from 15.11.17 to 07.12.17.

The purpose: tokens' selling in order to receive funds for the services from consultants and specialists, which will help conduct pre-sale and ICO and implementation of plans described in this document.

The number of tokens on this stage: 1 000 000.

Bonus Fourfold

For 1ETH you can buy 3 164 tokens

Hardcap -  $1\ 000\ 000 / (791 * 4) = 316\text{ETH}$

Stage number 2: pre-ICO.

Period: from 07.12.17 to 31.12.17.

The purpose: tokens' selling to receive funds for company incorporation, for the services from the consultants and specialists, which will help to conduct ICO and implementation of plans described in this document.

The number of tokens on this stage: 2 000 000.

Bonus Double

For 1ETH you can buy 1 582 tokens.

Hardcap -  $2\ 000\ 000 / (791 * 2) = 1\ 264\text{ETH}$

Stage number 3: ICO.

Period: from 31.12.17 to 31.03.2018, 23:59.

The purpose: Implementation of the plans described in this document.

The number of tokens on this stage: 11 000 000

For 1ETH you can buy 791 tokens.

Hardcap -  $11\ 000\ 000 / 791 = 13\ 907\ \text{ETH}$

Total hardcap:  $13\ 907 + 1\ 264 + 316 = 15\ 497\ \text{ETH}$

Distribution of the remaining tokens:

For the ecosystem of the project 62% of the total number of tokens. 10%  
For partners. That is, 28% of tokens should be sold to customers. Not sold  
during all stages of ITO tokens are irretrievably destroyed.



The smart contract provides the Freeze function to improve the safety.

From reserved tokens (out of 10%), 5 376 000 (5.376%) tokens in the equivalent of 240 BTC will go to ICOBox. The remaining amount will go to the founder of the startup for sale and use inside the platform.

The withdrawal of the tokens will be available in your account after the completion of the ITO. To output ProductToken (PROD), you need to create a purse on the Ethereum platform.

For the ICO period all proceeds from the ProductToken (PROD) tokens sale will be deposited in escrow where they will be kept. They will be released from escrow to Darenta as it moves towards the realization of the plans and purposes defined herein.

### **13.1 KYC**

A buyer may need to pass the KYC procedure to get ProductToken.

## **14. OUR TEAM**

### **Oleg Griбанov**

CEO at "DARENTA LLC"

Awardee of IT-START 2015, ERA-GLONASS 2015, STARTUP EXPO EURASIA 2015 and GenS 2016. Co-founder Digital agency "FIRSTSTEP" (3 years in a row in TOP-100 of the best studios in Russia according to "TAGLINE"). Finalist of the start-up show "Shark Tank".

Facebook: <https://www.facebook.com/darentacom>

LinkedIn: <https://www.linkedin.com/in/neoguru/>

Telegram: <https://t.me/darenta>

Twitter: [https://twitter.com/darenta\\_ru](https://twitter.com/darenta_ru)

Instagram: <https://www.instagram.com/darenta.ru/>

VK: <https://vk.com/darentaru>

### **Artur Teregulov**

CTO

More than 20 years of programming experience. Prize-winner of many hackathons.

<http://github.com/atergulov>

VK: <https://vk.com/atergulov>

LinkedIn: <https://www.linkedin.com/in/atergulov/>

### **Evgenia Spirina**

Chief Accountant at "DARENTA LLC"

Worked in the Société Générale group of companies, as well as in one of the largest FMCG companies, O'KEY. Experienced in building business processes at the international level.

Facebook: <https://www.facebook.com/pandafuwa>

VK: <https://vk.com/pandafuwa>

LinkedIn: <https://www.linkedin.com/in/evgenia-spirina-147a0a27/>

### **Kirill Volkov**

Marketer

Business analyst and software tester, a participant of IT-Start, expert on crypto-currencies, blockchain and ICO. Graduate of the leading Russian university (Bauman MSTU).

Facebook: <https://www.facebook.com/profile.php?id=100004240181261>

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LinkedIn: <https://www.linkedin.com/in/kirill-volkov-1b96b8151/>

## **Tatyana Tal**

Lawyer

For more than 5 years, Tatiana has worked in a large Nienschanz holding company, provided full legal support for companies from various business sectors, including international activities.

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VK: <https://vk.com/bubuso>

LinkedIn: <https://www.linkedin.com/in/талъ-татьяна-4622a0146/>

## **Mukhamed Batyrov**

Business Development manager

Graduate of Moscow State University, Faculty of Graduate School of Business, he has experience working as an analyst in an IT company, the last year Mukhamed engaged in consulting, training and training on currency markets.

Facebook: <http://fb.com/bboy.batoff>

VK: [http://vk.com/bat\\_m](http://vk.com/bat_m)

Instagram: [http://Instagram.com/batyrov\\_m](http://Instagram.com/batyrov_m)

## **Belyaeva Olga**

Art Director Darenta.io

Graduated specialist "Graphic artist", "Designer of printing layout". She was the chief designer of the PR-studio "Mohito", the marketing agency "Violent", led many design projects for companies of various fields of activity.

VK: <https://vk.com/id26577584>

Portfolio: <https://missolga1988.carbonmade.com/projects/3842203>

Polygraphic design: <https://cloud.mail.ru/home/Дайджест%2018.07.pdf>

<https://cloud.mail.ru/public/BsaH/RqDtByDzE>

<https://cloud.mail.ru/home/e-book%2008.02.pdf>

## **Maxim Kiselev**

Tax Law and Legal Expert

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VK: <https://vk.com/specmedix>

## **Viktor Malyshev**

Intellectual Property Defender

Facebook: <https://www.facebook.com/vzlolmgal>

VK: <https://vk.com/viktormal>

### **Valerij Kizilov**

Chinese translator

The founder of one of the best Chinese Language School in Russia.

Facebook: <https://www.facebook.com/kizilovv>

VK: <https://vk.com/id2226409>

### **Karina Bzhinaeva**

Translator

Bachelor's degree in International Security, master's degree in Translation. More than 5 years of experience in cross-cultural communication.

Language proficiencies: fluency in English and French, passive knowledge of German. Sphere of interests: socio-political, technical and scientific translation. I am a freelance translator of the French group «POMA S.A.S.», the world-leading company in ropeway transportation and cable-driven lift systems engineering

Facebook: <https://www.facebook.com/k.bzhinaeva>

LinkedIn: <https://www.linkedin.com/in/карина-бжинаева-81602315a/>

### **Grigory Slynko**

Advisor

3 higher educations: engineering, international business school and management, and also management in the field of Internet technologies. He worked in several banks, incl. Chairman of the Board. Now the owner and CEO of Internet publishing Prondo.ru. Expert and blockchain teacher. Advisor of several blockchain projects.

Facebook: <https://www.facebook.com/gregfili>

VK: <https://vk.com/id214458853>

### **Yuriy Yatsiv**

Advisor

The founder of the public online school of startups RUSSOL, the coordinator of the Volunteer Initiative for the localization of materials Startup School by Y Combinator, in the past the localizer Google AdWords, AdSense

Facebook: <https://www.facebook.com/profile.php?id=100011222233927>

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LinkedIn: <https://www.linkedin.com/in/555777>

## **Aditya Vikram Singh**

Advisor

CIO of Vantador Capital.

Successful portfolio manager with track record of beating the Nifty Benchmark and generating alpha and better sharp ratio. Flagship return from Vantador Momentum Fund of 145.34% with 5.57% capital risk, systematic alpha of 3.66% and 0.63 sharp ratio and beta of 0.32.

LinkedIn: <https://www.linkedin.com/in/aditya-vikram-singh-29533545>

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## **Michelle Tsing**

Advisor

Co-Founder of Blockchain Payments Startup, Mentor of SVI Academy.

LinkedIn: <https://www.linkedin.com/in/michelle-t-2769>

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## **Will O'Brien**

Advisor

Entrepreneur, Freelance ICO and blockchain consultant and Cryptocurrency market analyst

With a background in biotechnology Will gained an interest in blockchains in 2013 while studying and immediately recognised the value of this emerging disruptive technology. Since this time he's been fervently

studying and analysing projects, crypto markets and potential blockchain applications and has build a strong broad knowledge on both the industry and technology surrounding blockchains. He has worked in blockchain full time for a year touching many aspects of the industry from education, marketing, promotion, community management and consultancy.

Facebook: <https://www.facebook.com/UnoriginalJunglist0>

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## **Karan Chinoy**

Advisor

Owner at Chinoy & Chinoy Associates, has an overall experience of 11 years in Information Technology, IT Services and is actively involved with Cryptocurrency Market Analysis and Predictions based on company fundamentals.

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LinkedIn: <https://www.linkedin.com/in/karan-chinoy-66a2271b/>

## **Michael Petch**

Advisor

Founder and Co-Founder of two companies in the cryptocurrency and blockchain industry which deals with trading consultation and ICO advising and blockchain implementation along with cryptocurrency E-commerce. Prior start-ups have been in the sectors of Social Media/Internet Marketing and the clothing apparel industry. Currently in the top 25 Percentile of salesman on Canadian Campuses.

LinkedIn: <http://www.linkedin.com/in/michael-petch>

Facebook: <https://www.facebook.com/mcgpetch1>

## **Navdeep Tupe**

Cryptocurrency consultant and Blogger. Having over 8 years of Experience in IT, Currently involved in Role of Advisor for ICOs, assisting with

Promotions as well as Suggestions on continuously Improving the product in line with market needs.

Facebook: <https://www.facebook.com/navdeep.tupe>

LinkedIn: <https://www.linkedin.com/in/navdeeptupe>

## **Erle Figg**

Founding Partner of noteXC LLC (Wyoming), a trading and crypto commerce analysis company. Over 20 years of Information Technology experience with 1.5 years of Cryptocurrency trading experience. Made a fortune in the Australian cryptocurrency market in 2017 and now involved in evaluating, reviewing and promoting new comers in the coin market.

LinkedIn:

<https://www.linkedin.com/in/erle-figg-pmp-®-itilv3-itso-g-belt-6sigma-91b10813/>

Facebook: <https://www.facebook.com/ErleFigg>

## **15. SUPPORT**

Channels for clients and token holders:

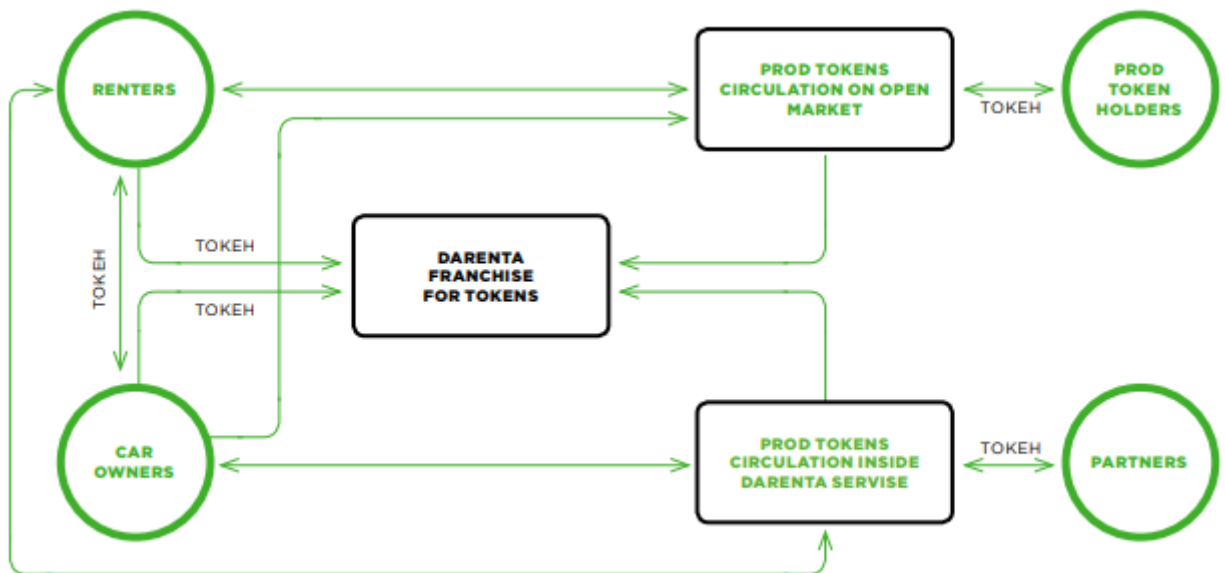
Telegram channel - <https://t.me/darentaico>

Email - [support@darenta.io](mailto:support@darenta.io)

LinkedIn - <https://www.linkedin.com/company/10077541/>

FB - <https://www.facebook.com/darenta.ru>

## **16. ECONOMY OF THE TOKEN**



Purpose of the token: it allows to pay for our services with a significant discount and participate in a customer rewarding programs and other rights granted to token holders.

The ICO does not manage to collect the required amount (softcap), unclaimed tokens will be destroyed. This will add value to each token. In addition, we understand that cryptocurrencies are sensitive to news publications. Therefore, our team is already developing a plan for large special projects to increase the recognition of Darenta brand name.

This is what tokens are provided with: Darenta is not a green newcomer and we already have customers in 20 countries. The company firmly stands on its feet, and the plan for further international expansion will allow it to continue its growth.

## 17. REQUIREMENTS TO THE SMART CONTRACT

PROD is an ERC-20 token, issued based on Darenta's contract. The number of Darenta tokens, issued during ICO is limited to 100 000 000 (one hundred million) tokens. No future PRODs will



be generated after this. Darenta is an Ethereum based smart contract, compiled using the Solidity language. It allows to issue tokens in the Ethereum network and provides a wide range of features:

1. Implementation of ICAP4 for multi-level transaction routing;
2. Account recovery in case of key loss;
3. System of permissions and tolerances;
4. Automatic reimbursement of Ethereum platform commissions;
5. Built-in exchange for Ether;
6. Ability to establish a commission for transactions.

Integration with exchanges and other services will follow the same processes as any other token based on Ethereum.

The smart contract code will be published on <https://github.com/darenta>

## 18. ROADMAP

Finding an idea	29 May 2014
Website launch	25 October 2014
Website updates	January-December 2015
Apps Development	February 2015
Website updates	January-December 2016

Prize-winner of IT-Start, Era-Glonass, Startup Eurasia Expo and GenS contests	January-December 2016
Website updates	January-December 2017
Development and integration of ICO smart-contract	November 2017
Pre Sale	15 November 2017
Pre ICO	7 December 2017
ICO	31 December 2017
Tokens lock-up	November 2017-April 2018
Development and integration of smart-contracts for darenta.ru	January-May 2018
Website and apps updates	January 2018
High-quality translation into various languages	January-May 2018
Automation of processes and creation of informativeness	January-May 2018

Promotion	January - December 2018
Development and integration of a telematics device	January - December 2018
Keyless access and keyless launch of a rented car	April - December 2018
Rent an office	April - December 2018
Call center deployment	April-December 2018
Short-term insurance on the whole territory of the service	April-December 2018
Possible appearance of tokens on cryptocurrency exchanges in order to attract new users in the project	April-December 2018
Sale of franchises for tokens through smart contracts	April-December 2018
Providing discounts for tokens through smart contracts	April-December 2018

Advertising and special projects from advertisers for tokens through smart contracts	April-December 2018
Possibility of tokens payout for feedback about car owners	April-December 2018
Possibility of tokens payout for feedback about cars	April-December 2018
Possibility of token payout for feedback about renter	April-December 2018
Possibility of token payment for the time spent on the site	April-December 2018
Possibility of token payment for downloading the application	April-December 2018
Possibility of token payment for filling a profile	April-December 2018
Possibility of token payment for advertising in profiles	April-December 2018

Possibility of token payment for posts in social networks	April-December 2018
Car owners will be able to order photo sessions of their cars for tokens	April-December 2018
Car owners will be able to order video reviews for tokens	April-December 2018
Car owners will be able to order additional promotion for tokens	April-December 2018
Photographers and video bloggers will be able to receive tokens for creating unique content	April-December 2018
Cooperation with p2p carsharing of Canada and USA	2019
Integration with gift card aggregators	2019
Integration with automotive industry	2019
Test-drives	2019

Integration with parking services	2019
Integration with the service of tow trucks	2019
Integration with carsharing aggregators	2019
Integration with sticker manufacturers and platforms for on-car advertising	2020
Integration with the Committee of Tourism	2020
Integration with an energy company for charging electric cars	2020
Scaling, expansion to other countries	2020

## **19. WHY OUR PRODUCT DESERVES TRUST**

What is unique about our service:

- Real, running business;
- Easy to scale;
- Website and mobile applications are available in several languages;
- Several countries of presence;
- Blockchain integration.

## 20. IN-DEPTH GROWTH PLAN

The MVP of the main product **has been** tested and launched, demonstrating excellent performance for the market of startups.

Key objectives of the project:

### 1. Expansion into new markets

- 2017-2018: full coverage and dominance of CIS markets

(Russia, Georgia, Belarus, Kazakhstan, Armenia etc.);

- Q1 2019: launching the service to cover the United States and China;

- 2018 - 2019: organization of entry points for all key markets: India, Southeast Asia, South America, Eastern and Western Europe;

- By 2020: dominance in the US and China markets;

- By 2022: dominance in all markets of presence.

The main means of expansion are PR-campaigns to attract customers, key market players and **Building** partnerships on new territories.

### 2. Development and maintenance of the service:

- ongoing scaling of the platform to new regions;

- supporting the platform;

- development of additional functionality, including the connection of new insurance partners for new regions.

Our strategic goal is to capture 20% of the world's market within 5 years and to handle more than \$450 million of net profit before 2024.

Annual costs, thousands of US dollars	2018	2019	2020	2021	2022	2023	2024	2025
Analytics	5	7	12	14	17	19	21	24
Engineers	3	7	9	10	11	6	7	8
Financiers	2	6	7	9	10	11	12	13
Lawyers	41	68	79	86	94	106	117	125

Marketing	71	109	147	186	229	245	253	282
Website and apps updates	5	7	8	9	10	11	12	13
IT-team	77	195	203	258	296	341	392	410
Accounting and Audit	2	7	9	10	11	13	15	15
Short-time insurance	1	2	3	4	5	6	7	8
Office Rent	11	38	44	51	58	67	73	81
Business trips	6	22	25	29	33	38	41	51
Business Development team	49	92	106	122	140	161	174	188
Conferences and events	4	15	17	19	22	25	27	28
IT-infrastructure	13	44	51	58	67	77	83	87
Development and integration of a telematics device	2	1	2	2	2	3	3	4
Call-centre	0	1	1	1	2	2	2	3
Integration with towing services	3	5	6	7	9	12	14	16
Taxes	19	31	42	61	78	100	118	136
Activities in other countries	73	169	252	312	377	417	472	511
Purchase of a vehicle fleet for R & D	10	20	33	45	62	74	89	106
Introduction of innovative technologies	8	14	19	23	29	32	34	37



Integration with carsharing aggregators	4	5	5	6	7	7	8	9
Integration with gift card aggregators	4	4	5	5	7	7	7	8
Integration with telecom operators	10	23	27	28	29	31	34	37
Integration with automotive industry	2	3	5	6	6	7	7	8
Integration with parking	1	2	2	2	3	4	4	5
Integration with tourist aggregators	5	6	7	8	9	11	11	12
Integration with the manufacturers of promotional stickers	1	1	2	2	3	3	4	5
Integration with an energy company	1	1	1	2	2	3	4	5
Expansion to other countries	5	11	23	30	31	34	35	37
Sales costs of franchises	1	2	2	3	4	4	5	6
Unexpected expenses	3	10	16	19	25	30	34	37
Other employees	17	49	56	64	74	85	97	107
Licensing	10	16	19	22	26	28	30	33
Legal Contractors	58	70	82	88	104	112	121	134
Subcontractors	4	12	14	16	19	22	24	26
Bank charges	2	6	7	8	9	10	11	12

General running costs	2	3	5	6	7	9	11	12
Other expenses	15	20	28	29	30	34	35	40
Total	555	1106	1380	1661	1958	2207	2453	2681

Total: US 14 000 000 dollars

## 21. MARKETING

The marketing strategy undermines the positioning of the company as an innovative project on ICO, global blockchain P2P-carsharing, which gives the opportunity to earn, by giving auto for rent.

The main task is to legitimize tokens in the eyes of potential token holders and customers of the service, to achieve social validation of the project.

## 22. CUSTOMER RETENTION

Operating with the values and needs of customers by creating real practical benefits, the service clearly differentiates itself from possible competitors, with high potential to multiply the number of loyal consumers.

We intend to develop Inbound Marketing, a client-oriented policy, constantly analyzing the goals, wishes and preferences of consumers. Together with the scaling and expansion, our relations with customers will grow, which will always remain as friendly and dense as now, because we see this as a guarantee of the successful operation of the service. The main idea of mutual use implies friendliness.

## 23. TERMS AND CONDITIONS, RISK FACTORS

The purchase of tokens involves a high degree of risk, including but not limited to, the risks described below. Before acquiring ProductToken (PROD) tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this white paper, as well as other information and risks available from other sources.

**Dependence on computer infrastructure.** Darenta's dependence on functioning software applications, computer hardware and the Internet implies that Darenta can offer no assurances that a system failure would

not adversely affect the use of your ProductTokens (PROD). Despite Darenta's implementation of all reasonable network security measures, its processing center servers are vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of the ProductTokens (PROD).

**Smart contract limitations.** Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the Darenta Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of ProductTokens (PROD).

**Regulatory risks.** Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing laws or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current Darenta smart contract setup and ProductToken (PROD) token concept. This may result in the need to make substantial modifications to the Darenta smart contract, including but not limited to its termination, the loss of ProductToken (PROD) tokens, and the suspension or termination of all ProductToken (PROD) token functions.

**Taxes.** ProductToken (PROD) token holders are solely responsible for determining if the transactions contemplated herein are subject to any applicable taxes whether in their home country or in another jurisdiction. It will be the sole responsibility of ProductToken (PROD) token holders to comply with the tax laws of any jurisdictions applicable to them and pay all relevant taxes.

**Force Majeure.** Darenta's performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, force majeure shall mean extraordinary events and circumstances

which could not be prevented by Darenta and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond Darenta's control, which were not in existence at the time of white paper release.

**Disclosure of information.** Personal information received from ProducToken (PROD) token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when Darenta is required to disclose such information by law, subpoena, or court order. Darenta shall at no time be held responsible for such information disclosure.

**Value of ProducToken (PROD) token.** Once purchased, the value of ProducToken (PROD) token may significantly fluctuate due to various reasons. Darenta does not guarantee any specific value of the ProducToken (PROD) token over any specific period. Darenta shall not be held responsible for any change in the value of ProducToken (PROD) token. Darenta does not intend to take any actions and/or made any omissions in regards to the value of the ProducToken (PROD)"

**Regulatory risks related to p2p-carsharing.** P2P-carsharing is a dynamic and fast growing business in many regions, therefore Darenta is making its best efforts to comply with all applicable regulations in jurisdictions where business activities take place. However, Darenta does not provide any guarantee that any certain jurisdiction has solid laws and regulations requirements. Further, Darenta does not provide any guarantee that such laws and/or regulations will not be amended from time to time, including introduction of new regulations that may, including but not limited to, result to restriction of p2p-carsharing in some jurisdictions. Darenta does not provide any guarantee of absence of any amendments to regulations related to p2p-carsharing, including insurance, natural monopolies etc. Darenta shall not be liable for any uncertainty in regulations and for any amendments in such regulations that may result in restriction of p2p-carsharing in some jurisdictions.

**Risk of Insufficient information.** The ProducToken (PROD), platform and project is at a very early developmental stage and its philosophy,

consensus mechanism, algorithm, code, and other technical specifications and parameters could be updated and changed frequently and constantly. While the Whitepaper contains the up-to-date key information related to ProducToken (PROD) tokens at the date of the Whitepaper, it is not complete and is not final. It is subject to adjustments and updates that Darenta may make periodically. Darenta is not in a position, nor obliged to report on every detail of the development of ProducToken (PROD) (including its progress and expected milestones, whether rescheduled or not) and therefore will not necessarily provide timely or full access to all the information relating to the ProducToken (PROD), but will use reasonable efforts.

## **24. DISCLAIMER OF WARRANTY**

Participating in ICO may be limited due to legal requirements of each jurisdiction. PARTICIPATION OF PARTIES FROM OTHER COUNTRIES MAY BE LIMITED DEPENDING ON THE LAWS AND REGULATIONS OF EACH JURISDICTION AT THE TIME OF SENDING THE TOKENS FROM THE PROJECT.

YOU AGREE THAT YOUR USE OR INABILITY TO USE PRODUCTOKEN (PROD) IS AT YOUR OWN RISK, AND YOU DECLINE ALL RESPONSIBILITY FROM DARENTA. FROM THE MOMENT OF ITO COMPLETION, PRODUCTOKEN (PROD) WILL BE DELIVERED TO YOU WITHOUT ANY WARRANTIES, EXPRESS OR IMPLIED, INCLUDING THE DISCLAIMER OF ALL IMPLIED WARRANTIES OF COMMERCIAL VALUE FOR A PARTICULAR PURPOSE, WITHOUT VIOLATION OF ANY PURPOSE OF INTELLECTUAL PROPERTY. BECAUSE SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES, THE ABOVE EXCLUSIONS OF IMPLIED WARRANTIES MAY NOT APPLY TO YOU.

PROHIBITION FOR US RESIDENTS AND CITIZENS

PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO US RESIDENTS AND CITIZENS.

PROHIBITION FOR RESIDENTS AND CITIZENS OF CHINA

PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF CHINA.

PROHIBITION FOR RESIDENTS AND CITIZENS OF SINGAPORE

PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF SINGAPORE.

PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF ANY COUNTRY WHERE THE CRYPTOCURRENCIES AND ICO ARE PROHIBITED.

PARTICIPATION OF PARTIES FROM OTHER COUNTRIES MAY BE LIMITED DEPENDING ON THE LAWS AND REGULATIONS OF EACH JURISDICTION AT THE TIME OF SENDING THE TOKENS FROM THE PROJECT.